A9055-10U 4/91

TVB

A RESEARCH TREND REPORT

TRENDS

IN REGIONAL NETWORK

1990

Prepared by the TVB Research Department

Television Bureau of Advertising, Inc., 477 Madison Avenue, New York, New York 10022 (212) 486-1111

3/91

REGIONAL NETWORK ADVERTISER'S SUMMARY

-NUMBER OF BRANDS-

QUARTER	1986	1987	1988	1989	1990
1	135	173	99	116	81
2	132	113	105	119	80
3	152	146	118	121	100
4	179	208	151	111	112
FULL YEAR	378	371	300	282	236

-DOLLAR INVESTMENT-
(OOO)

QUARTER	1986	1987	1988	1989	1990	% Chg '90 vs '89
1	$38,230.8	$49,823.7	$36,668.5	$25,074.4	$23,733.6	- 5.3
2	47,085.3	46,970.2	31,202.6	42,707.1	29,522.9	-30.9
3	42,882.0	37,890.0	38,071.3	32,573.5	28,438.7	-12.7
4	51,635.3	58,457.5	37,212.7	28,650.5	49,927.4	+74.3
FULL YEAR	$179,833.4	$193,141.4	$143,155.1	$129,005.5	$131,622.6	+ 2.0
% of Total Network Full Year	2.1%	2.2%	1.5%	1.3%	1.3%	

REGIONAL NETWORK ADVERTISERS FULL YEAR 1990

AH Robins	American Home Pdts. Corp.	2.0
AARP Amer Assn/Rtrd. Prsn.	American Assn of Rtrd. Persons	2086.1
Alaska Airlines	Alaska Air Group Inc.	273.7
Alpo Pet	Grand Metropolitan PLC	2.9
American Family Pblshrs.	American Family Publishers	2.3
American Home Pdts.	American Home Pdts. Corp.	21.2
Ameritech	Ameritech	59.0
Anderson Little Clthg. Str.	Woolworth Corp.	1058.1
Anheuser Busch	Anheuser-Busch Companies Inc.	639.0
Arm & Hammer - Baking Soda	Church & Dwight Co. Inc.	277.4
Arm & Hammer-Carpet Deodorizer	Church & Dwight Co. Inc.	134.9
Arm & Hammer-Carpet&Air Deodor.	Church & Dwight Co. Inc.	52.6
Arm & Hammer-Dental Care Toothp	Church & Dwight Co. Inc.	541.3
Armor All	McKesson Corp.	10.5
Armor All Protectant	McKesson Corp.	20.6
Armour Pdts.	Greyhound Dial Corp.	5.6
Arrid Deod Double X Solid	Carter Wallace Inc.	8.5
AT&T Corp.	American Telephone & Teleg Co.	9.6
Avis Rent A Car	Wesray Corp.	25.8
B P Petro	British Petroleum Co. PLC	1171.5
B P Petro Gen Promo.	British Petroleum Co. PLC	55.6
Bank of America/Calif.	BankAmerica Corp.	410.5
Beatrice Foods	Kohlberg Kravis Roberts & Co.	3.0
Beecham Pdts.	Smithkline Beecham	60.8
Bell Atlantic	Bell Atlantic	34.6
Bermuda Promo	Bermuda Dept. [illegible] Tourism	234.1
Blue Diamond	Blue Diamond Growers	105.5
Bob Evans Farm Rest.	Bob Evans Farms Inc.	11.8
Bob Evans	Bob Evans Farms Inc.	223.7
Braun Pdts.	The Gillette Co.	1.5
Burroughs Corp. Gen Promo	Unisys Corp.	2.3
Burroughs Wellcome	Wellcome Foundation Ltd.	288.6
Busch Gardens	Anheuser-Busch Companies Inc.	729.1
C B Fleet	Fleet C B Co., Inc.	5.0
Calif Dept./Health Services	Calif Dept./Health Services	144.1
Campbells Food	Campbell Soup Co.	16.0
Campbells Food Canned Soups	Campbell Soup Co.	7.8
Carter Wallace	Carter Wallace Inc.	3.6
Century 21 Real Estate	Metropolitan Life Ins. Co.	2.6
Chesebrough Ponds	Unilever NV	1.0
Chevrolet Autos	General Motors Corp.	400.4
Chevrolet Dealers Assn.	Chevrolet Auto Dlrs. Assn.	1027.2
Chia Pet Plant Kit	Joseph Enterprises	530.4
Chrysler Corp.	Chrysler Corp.	6.0
Church & Dwight Co.	Church & Dwight Co. Inc.	1488.6

REGIONAL NETWORK ADVERTISERS FULL YEAR 1990

Citicorp	Citicorp	2.5
Clorox Pdts.	The Clorox Co.	12.4
Coca Cola	Coca Cola Co.	14.4
Coffee of Colombia	National Fed./Coffee Grwrs./Col.	111.3
Conoco Petro	E I Du Pont De Nemours	1353.2
Conoco Petro Gasoline	E I Du Pont De Nemours	255.8
Conoco Petro Gen. Promo.	E I Du Pont De Nemours	14.8
Coors Beer	Adolph Coors	30.5
CPC International	CPC International, Inc.	9.0
CVS Drug Store	Melville Corp.	43.0
Dana Perfumes	Dana Perfumes Corp.	5.2
Dean Witter Reynolds	Sears Roebuck & Co.	40.0
Delta Airlines	Delta Airlines	268.5
Dial Products	Greyhound Dial Corp.	862.9
Dodge Dlrs. Assn.	Dodge Auto Dealers Association	89.2
Doritos Light&Ruffles&Cheetos	Pepsico Inc.	765.7
Dow Pdts.	Dow Chemical Co.	5.2
Drakes Bakery	Drake Bakeries Inc.	185.8
Drakes Bakery Cakes	Drake Bakeries Inc.	16.4
Drakes Bakery Light&Fruity Cake	Drake Bakeries Inc.	109.4
Dupont Pdts.	E I Du Pont De Nemours	.5
East Coast Energy Council	East Coast Energy Council	468.2
Eckerd Drug Stores	Merrill Lynch & Co.	487.7
Edge Shave Pdts. Gel	Johnson S C & Son Inc.	121.4
EPI Pdts.	Twin Med. Inc.	106.6
Ethan Allen Furn. Sales	Green Mountain Holding Corp.	441.5
Farley Industries	Farley Industries	29.8
Farmers Ins. Group	B A T Industries PLC	219.2
Faultless Pdts.	Faultless Starch/Bon Ami Co.	222.3
First Interstate Bankcorp	First Interstate Bankcorp	6,479.0
Fish & Seafood Promo.	National Fish & Seafood Council	949.4
Fleet/Norstar Financial Group	Fleet/Norstar Fncl. Group Inc.	38.2
Florida Citrus	Florida Citrus Commission	1.2
Ford Dlrs. Assn.	Ford Auto Dlrs. Assn.	2.7
Ford Motor Co.	Ford Motor Co.	17.0
Garden Weasel Grdn. Tool	Faultless Starch/Bon Ami Co.	430.5
Gatorade Bev. Ready to Serve	Quaker Oats Co.	20.6
General Foods	Philip Morris Companies Inc.	1.2
Gerber Pdts.	Gerber Products Co.	5.4
Glade Pdts. Carpet & Room Deod.	Johnson S C & Son Inc.	30.9
Glade Pdts. Plug-Ins	Johnson S C & Son Inc.	122.1
Glidden Pdts.	Imperial Chemical Indus. PLC	3.3
GoodYear Pdts.	GoodYear Tire & Rubber Co.	16.8
Great Western Fncl. Corp.	Great Western Financial Corp.	1302.0
Hallmark Pdts.	Hallmark Cards, Inc.	4.8

REGIONAL NETWORK ADVERTISERS FULL YEAR 1990

Halsa Pdts. Shampoo&Condition.	Johnson S C & Son Inc.	57.3
Hasbro	Hasbro Inc.	13.1
Heinz Food	Heinz H J Co.	47.2
Hermans Sporting Goods	The Gateway Corp. PLC	301.2
Home Box Office	Time Warner Inc.	8.5
Hood Dairy	Agway Inc.	130.1
Hooked/Phonics Home Stdy.	Gateway Educational Pdts.	3181.7
Hungry Jack Food Syrup	Grand Metropolitan PLC	1368.1
Hyundai Autos	Hyundai Motor Co.	5.8
Illinois Promo.	Illinois Office of Tourism	679.1
Infiniti Autos	Nissan Motor Co. Ltd.	12.6
Jack in the Box Rest.	Foodmaker Inc d/b/a Jack in Box	1106.7
Jaleco Game Software	Jaleco USA Inc.	196.1
Jeep Eagle Autos & Vhcls.	Chrysler Corp.	36.2
Jenny Craig Weight Loss Center	Jenny Craig Weight Loss Centers	77.9
Jergens Pdts.	KAO Corp.	4.7
John Deere Lawn Mower	Deere & Co.	8.4
Johnson & Johnson	Johnson & Johnson	16.2
Joseph Enterprizes	Joseph Enterprizes	359.3
Keds Footwear	The Stride Rite Corp.	242.1
Kelloggs	Kellogg Co.	4.8
Kelloggs Frosted Flakes	Kellogg Co.	54.5
Kelloggs Just Right	Kellogg Co.	58.4
Kelloggs Nut & Honey Crunch Crl	Kellogg Co.	18.8
Kelloggs Special K	Kellogg Co.	41.2
Kemper Insurance	Kemper Group	2.5
Kimberly Clark	Kimberly Clark Corp.	.5
Kitty Litter	Golden Cat Corp.	7.7
Kleenex Paper Pdts Facial Tiss	Kimberly Clark Corp.	7.2
Klondike	Empire of Carolina Inc.	7.3
Kodak Pdts.	Eastman Kodak Co.	16.4
Konica Pdts.	Konishiroku Photo Ind. Co. Ltd.	14.7
Konica Pdts. Conventional Film	Konishiroku Photo Ind. Co. Ltd.	381.8
L A Gear Footwear	L A Gear Inc.	14.6
Labatt Beer	Labatt John Ltd.	129.7
Las Vegas Promo	Las Vegas Convention/Vstrs Auth	152.4
Lestoil Pdts.	Procter & Gamble Co.	1.3
Lestoil Pdts. Spray Flr. Cleanr	Procter & Gamble Co.	1003.0
Lever 2000 Deod Soap	Unilever N V	1715.4
Lever Bros	Unilever N V	2804.2
Levi Apparel	Levi Strauss Assoc. Inc.	10.0
Levi Apparel Mens Jeans	Levi Strauss Assoc. Inc.	23.1
Light Balance Microwave Meals	Greyhound Dial Corp.	678.6
Lipton Food	Unilever N V	14.8
Little Debbie Bakery Cakes	McKee Baking Co.	6352.2

REGIONAL NETWORK ADVERTISERS FULL YEAR 1990

Lunch Bucket Microwave Meals	Greyhound Dial Corp.	79.0
Magnavox Pdts. Color TV	Philips International N V	59.5
Marathon Oil Co.	USX Corp.	137.8
McDonalds Drive In Rest.	McDonalds Corp.	58.6
MCI	MCI Communications Corp.	32.7
MCI Long Dist./Residential	MCI Communications Corp.	51.4
McKee Baking Co.	McKee Baking Co.	42.1
Mead Stationery Pdts.	Mead Corp.	8.4
Medtech Labs	Medtech Labs Inc.	40.2
Meineke Muffler Shop	GKN PLC	781.4
Mercedes Benz Autos	Daimler-Benz AG	37.8
Mercedes Benz Autos 300	Daimler-Benz AG	61.3
Mercedes Benz Autos Gen. Promo.	Daimler-Benz AG	128.2
Mercedes Benz Autos Various	Daimler-Benz AG	64.6
Merrill Lynch Stockbrkrs.	Merrill Lynch & Co.	1.7
Michelob Dry Beer	Anheuser-Busch Companies Inc.	21.3
Miles Laboratories	Bayer A G	4.3
Miller Genuine Draft	Philip Morris Companies Inc.	41.8
Miller High Life Beer	Philip Morris Companies Inc.	23.1
Miracid Plant Food &Miracle-Gro	Stern's Miracle-Gro Pdts. Inc.	24.6
Miracle-Gro	Stern's Miracle-Gro Pdts. Inc.	45.8
Miracle-Gro Garden Feeder/Lawn	Stern's Miracle-Gro Pdts. Inc.	20.6
Miracle-Gro Plant Food	Stern's Miracle-Gro Pdts. Inc.	102.0
Mitsubishi Autos	Mitsubishi Motor Corp.	32.9
Monsanto Pdts.	Monsanto Co.	4621.2
Motorola Pdts.	Motorola Inc.	12.9
Mrs. Butterworths Lite Syrup	Unilever N V	3.9
Nabisco	Kohlberg Kravis Roberts & Co.	325.3
Nabisco Chips Ahoy Selections	Kohlberg Kravis Roberts & Co.	8.3
Nationwide Insurance	Nationwide Mutual Ins. Co	112.0
Nestea Pdts. Instant & Iced Tea	Nestle S A	496.5
Nestle	Nestle S A	7.6
Nestle Crunch Bar	Nestle S A	8.1
Neutrogena Pdts. Shampoo	Neutrogena Corp.	2088.2
Nevada Bob's Golf Store	Nevada Bob's	10.5
New York Newsday Newspaper	Times-Mirror Co.	27.7
Nikon Pdts.	Nikon Corp.	4.3
No Yolks Egg Ndle. Sbste.	Foulds Inc.	449.8
Noxell Corp.	Procter & Gamble Co.	332.2
Nutra Sweet Swtnr. Promo.	Monsanto Co.	2.0
Nynex	Nynex	86.8
Oldsmobile Autos Cutlass Suprm.	General Motors Corp.	9.6
Oscar Mayer Bacon	Philip Morris Companies Inc.	25.5
Owens Food	Bob Evans Farms Inc.	40.9
Payless Shoe Store	May Department Stores Co.	6875.5

REGIONAL NETWORK ADVERTISERS FULL YEAR 1990

Penna Promo.	Pennsylvania Dept. of Commerce	369.3
Pepsi Cola	Pepsico Inc.	48.6
Perdue Food	Perdue Farms Inc.	1257.3
Perdue Food Chickens	Perdue Farms Inc.	593.9
Perdue Food Prepared Chickens	Perdue Farms Inc.	60.2
Pfizer Inc.	Pfizer Inc.	.7
Pillsbury Refrig. Pastry	Grand Metropolitan PLC	3.0
Pitla/Prsnl. Injury Trl. Law	Pitla USA	70.2
Playtex	Playtex F P Group Inc.	5.0
Polaroid Photo	Polaroid Corp.	10.1
Poulan Pdts. Chain Saw	Electrolux A B	25.7
Procter & Gamble Co.	Procter & Gamble Co.	1.2
Quality Inn	Manor Care Inc.	13.4
Raid Pdts. Ant & Roach Killer	Johnson S C & Son Inc.	38.0
Raid Pdts. Max Roach Bait	Johnson S C & Son Inc.	35.0
Raid Pdts. Max Roach Killer	Johnson S C & Son Inc.	62.7
Raid Pdts. Various	Johnson S C & Son Inc.	38.1
Red Lobster Inns	General Mills Inc.	31274.1
S C Johnson	Johnson S C & Son Inc.	545.3
Sargento Cheese	Sargento Cheese Co. Inc.	48.2
Sargento Cheese Shredded	Sargento Cheese Co. Inc.	2253.1
Sea World Park	Anheuser-Busch Companies Inc.	33.3
Siemens Corp.	Siemens A G	343.9
Siemens Corp. Gen. Promo.	Siemens A G	372.0
Simple Pleasures Frozen Dessert	Monsanto Co.	1703.2
Simplesse Fat Substitute	Monsanto Co.	1530.4
State Farm Insurance	State Farm Mtl. Auto Ins. Co.	7854.4
State Farm Ins-All Forms	State Farm Mtl. Auto Ins. Co.	1490.8
State Farm Ins-Auto	State Farm Mtl. Auto Ins. Co.	810.6
State Farm Ins-Home Owners	State Farm Mtl. Auto Ins. Co.	566.8
State Farm Ins-Life	State Farm Mtl. Auto Ins. Co.	50.2
Sudafed Tablets	Wellcome Foundation Ltd	19.6
Taco Bell Restuarant	Pepsico. Inc.	1084.2
Texaco Petro Gasoline	Texaco Inc.	414.1
Thompson Medical	Thompson Medical Co Inc.	80.2
Toyota Autos	Toyotal Motor Sales Co. Ltd	1325.2
Travelers Ins	The Travelers Corp.	2.7
True Value Hardware Stores	Cotter & Co.	2270.0
Trump Plaza Hotel Casino	The Trump Organization	19.9
Tyson Food	Tyson Food Inc.	296.7
Tyson Food Frzn PrPrd Chicken	Tyson Food Inc.	47.9
US Sprint Long Dist	United Telecommunications Inc.	17.2
US Sprint Long Dist Resdential	United Telecommunications Inc.	5.4
VeryFine Rdy/Serve Juices	VeryFine Pdts, Inc.	159.3
Visa	Visa USA Inc.	10.8

REGIONAL NETWORK ADVERTISERS FULL YEAR 1990

Volume Shoes Shoe Store	May Department Stores Co.	571.8
Walmart Disc City	Walton Enterprises Inc.	2432.9
Walt Disney World	Walt Disney Company	61.3
Warner Lambert	Warner Lambert Co.	24.6
WCBS FM Radio Station	CBS Inc.	39.0
Weaver Food Prepared Chicken	Tyson Food Inc.	366.0
Weed Eater Pdts Blower	Electrolux AB	121.6
Weed Eater Pdts Trimmer	Electrolux AB	525.3
Western Union Services	Western Union Corp	5.0
Winn Dixie Food Stores	Winn Dixie Strs Inc.	3471.5
Wrigley Gum	Wrigley William Jr Co	10.5
	TOTAL	131,622.6

Source: Television Bureau of Advertising (TVB) from data supplied by Arbitron

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A RESEARCH TREND REPORT

TRENDS

IN REGIONAL NETWORK

Jan.-June 1991

Prepared by the TVB Research Department

8/91

Television Bureau of Advertising, Inc., 477 Madison Avenue, New York, New York 10022 (212) 486-1111

TRENDS IN REGIONAL NETWORK (JAN. - JUNE 1991)

Highlights

Regional network investments posted a 63.2% increase during the second quarter of 1991, up from $29.5 million in the second quarter 1990 to $48.2 million.

As a percent of total network, regional advertisers accounted for 1.7% during the first half of 1991, up from 1.0% in 1990.

Red Lobster Inns, with a $12.0 million investment in the first half of '91, was displaced as the longtime leading regional network advertiser by Taco Bell's $12.6 million expenditure.

Top 5 Regional Network Advertisers
Jan. - June 1991

Brand	6 mos. 1990	6 mos. 1991	% Chg.
1. Taco Bell	$ -	$12,580,800	+inf.
2. Red Lobster	15,437,500	11,968,500	-22%
3. Skippy Peanut Butter	-	5,351,000	+inf.
4. Wal Mart	859,400	4,217,000	+391%
5. Neutrogena Shampoo	-	3,709,000	+inf.

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-NUMBER OF BRANDS-

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1	173	99	116	81	88
2	113	105	119	80	75
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4	208	151	111	112	
FULL YEAR	371	300	282	236	

-DOLLAR INVESTMENT-
(OOO)

QUARTER	1987	1988	1989	1990	1991	% Chg '91 vs 90
1	$49,823.7	$36,668.5	$25,074.4	$23,733.6	$33,824.8	+42.5
2	46,970.2	31,202.6	42,707.1	29,522.9	48,173.3	+63.2
3	37,890.0	38,071.3	32,573.5	28,438.7		
4	58,457.5	37,212.7	28,650.5	49,927.4		
FULL YEAR	$193,141.4	$143,155.1	$129,005.5	$131,622.6		

% of Total Network					
Full Year	2.2%	1.5%	1.3%	1.3%	
Year-to-Date	2.2%	1.4%	1.4%	1.0%	1.7%

% of Rep Comm. Spot Billings					
Full Year	4.1%	2.9%	2.5%	2.4%	
Year-to-Date	4.1%	2.8%	2.7%	2.0%	3.2%

REGIONAL NETWORK ADVERTISERS JANUARY - JUNE 1991

BRAND/PRODUCT	PARENT COMPANY	$(000)
20th Century Fox	News Corp. Ltd.	17.4
AARP Amer. Assn./Rtrd. Prsn.	American Assn. of Rtrd. Persons	220.2
Acura Autos Legend	Honda Motor Co. Ltd.	33.6
Aflac Ins.	American Family Corp.	2.4
Alpo Pet	Grand Metropolitan PLC	35.6
Anheuser Busch	Anheuser-Busch Companies Inc.	2301.3
Arm & Hammer - Baking Soda	Church & Dwight Co. Inc.	452.3
Arm & Hammer-Dental Care Gel TT	Church & Dwight Co. Inc.	216.0
Arm & Hammer-Dental Care Tpst.	Church & Dwight Co. Inc.	2.5
Arm & Hammer Pet Fresh Deodorizer	Church & Dwight Co. Inc.	324.7
AT&T Corp.	American Telephone & Teleg. Co.	36.5
B P Petro	British Petroleum Co. PLC	544.6
Bank of America/California	BankAmerica Corp.	344.4
Beatrice Foods	Conagra Inc.	27.7
Bud Dry Beer	Anheuser-Busch Companies Inc.	61.2
Burroughs Wellcome	Wellcome Foundation Ltd.	42.7
Busch Gardens	Anheuser-Busch Companies Inc.	1032.6
Carnation Food	Nestle S A	1.7
Carter Wallace	Carter Wallace Inc.	6.3
Chrysler Corp. Promo.	Chrysler Corp.	176.8
Church & Dwight Co.	Church & Dwight Co. Inc.	2307.0
Clorox Pdts.	The Clorox Co.	446.4
Clorox Pdts. Liquid Bleach	The Clorox Co.	4.6
Conoco Petro	E I Du Pont De Nemours	1404.3
Conoco Petro Corp. Promo.	E I Du Pont De Nemours	177.6
Conoco Petro Gasoline	E I Du Pont De Nemours	58.7
Coors Beer	Adolph Coors	463.3
Cosmair Inc.	Nestle S A	51.2
CPC International	CPC International, Inc.	863.8
Dial Products	Dial Corp.	290.4
Diamond Promotion	De Beers Consolidated Mines Ltd.	27.5
Dreyfus Income Trst. & Invs.	Dreyfus Corp.	78.9
Durkee Food	Reckitt & Colman PLC	8.5
Eagle Snacks Tortilla Chips	Anheuser-Busch Companies Inc.	52.8
Farley Industries	Farley Industries	28.3
Farmers Ins. Group	B A T Industries PLC	173.2
Faultless Pdts.	Faultless Starch/Bon Ami Co.	601.2
First Interstate Bancorp	First Interstate Bancorp	2916.3
Fruit of the Loom	Farley Industries	31.2
Garden Weasel Grdn. Tool	Faultless Starch/Bon Ami Co.	57.7

REGIONAL NETWORK ADVERTISERS JANUARY - JUNE 1991

BRAND/PRODUCT	PARENT COMPANY	$(000)
Great Western Fncl. Corp.	Great Western Financial Corp.	1157.8
Heinz Food	Heinz H J Co.	12.6
Home Club Wrhs. Membership	The TJX Cos. Inc.	34.4
Hood Dairy	Agway Inc.	94.5
Hooked/Phonics Home Stdy.	Gateway Educational Pdts.	1709.3
Jack in the Box Rest.	Foodmaker Inc. d/b/a Jack in Box	780.9
Johnson & Johnson	Johnson & Johnson	.8
Jose Eber Haircare Pdts.	Unilever N V	84.0
Kodak Pdts.	Eastman Kodak Co.	34.5
Kraft Food	Philip Morris Companies Inc.	534.7
Lennox Pdts.	Lennox International Inc.	350.5
Lennox Pdts. Central Air	Lennox International Inc.	202.9
Lever 2000 Deod. Soap	Unilever N V	1244.2
Lever Bros.	Unilever N V	1555.0
Light Balance Microwave Meals	Dial Corp.	555.6
Lite Beer	Philip Morris Companies Inc.	33.6
Little Debbie Bakery Cakes	McKee Baking Co.	3535.5
Made in the USA Promo.	Crafted with Pride/USA Council	9.5
Marathon Oil Co.	USX Corp.	267.8
McKee Baking Co.	McKee Baking Co.	306.4
Meineke Muffler Shop	GKN PLC	9.7
Mercedes Benz Autos	Daimler-Benz AG	11.4
Mercedes Benz Autos 300 & 500	Daimler-Benz AG	344.4
Mercedes Benz Autos Corp. Promo.	Daimler-Benz AG	780.3
Mercedes Benz Autos Various	Daimler-Benz AG	556.1
Miles Laboratories	Bayer AG	2.5
Miramax Films	Miramax Films	15.7
Money Store Mortgage Co.	Money Store of New York Inc.	10.4
Murphy Oil Soap	Murphy-Phoenix Co.	132.7
Nabisco	Kohlberg Kravis Roberts & Co.	6.5
Nalley Food	Agway Inc.	12.1
Neutrogena Pdts. Shampoo	Neutrogena Corp.	3709.0
O'Douls Non Alcoholic Beer	Anheuser-Busch Companies Inc.	30.5
Oatmeal Crisp Cereal	General Mills Inc.	195.7
Owens Food	Bob Evans Farms Inc.	5.1
Payless Shoe Store	May Department Stores Co.	125.1
Penna Promo.	Pennsylvania Dept. of Commerce	125.2
Perdue Food	Perdue Farms Inc.	281.6
Perdue Food Chickens	Perdue Farms Inc.	983.6
Perdue Food Prepared Chicken	Perdue Farms Inc.	69.0
Pfizer Inc.	Pfizer Inc.	20.7
Pillsbury Frzn. Toaster Strudel	Grand Metropolitan PLC	20.6
Pillsbury Refrig Pastry	Grand Metropolitan PLC	107.0
Pizza Hut Restaurant	Pepsico Inc.	18.7
Procter & Gamble Co.	Procter & Gamble Co.	92.5

REGIONAL NETWORK ADVERTISERS JANUARY - JUNE 1991

BRAND/PRODUCT	PARENT COMPANY	$(000)
Quaker Food	Quaker Oats Co.	1.0
Ralston Purina Co.	Ralston Purina Co.	57.9
Reckitt & Colman	Reckitt & Colman PLC	8.5
Red Lobster Inns	General Mills Inc.	11968.5
Sargento Cheese	Sargento Cheese Co. Inc.	.6
Sargento Cheese Shredded	Sargento Cheese Co. Inc.	984.2
Sea World Park	Anheuser-Busch Companies Inc.	589.2
Sealy Sleep Pdts. Mattress	Gibbons Greene Van Amerongen Ltd.	106.3
Security Pacific/Los Angeles	Security Pacific Corp.	55.8
Skippy Food Peanut Butter	CPC International Inc.	5351.0
Snapper Pdts. Riding Mower	Fuqua Industries Inc.	1458.1
State Farm Insurance	State Farm Mutual Auto Ins. Co.	1448.6
State Farm Ins-Life	State Farm Mutual Auto Ins. Co.	1222.2
Taco Bell Restaurant	Pepsico Inc.	12580.8
Target Disc	Dayton-Hudson Corp.	6.8
Texas State Promo.	Texas Tourist Development Agency	663.6
Time Warner	Time Warner Inc.	38.4
True Value Hardware Stores	Cotter & Co.	1084.7
Trump Taj Mahal Casino	The Trump Organization	31.5
Tylenol Pdts. Extra Strength Gel	Johnson & Johnson	83.4
Tyson Food	Tyson Food Inc.	311.1
Tyson Food Ready/Serve Chicken	Tyson Food Inc.	74.4
Upjohn Co.	Upjohn Co.	7.0
Velamints	Rachengold-Werk	130.2
Velamints Sugar Free Mints	Rachengold-Werk	88.1
Volume Shoes Shoe Store	May Department Stores Co.	189.8
Wal-Mart Disc City	Wal-Mart Stores Inc.	2122.9
Wal-Mart Disc City Institutional	Wal-Mart Stores Inc.	2094.1
Weaver Food	Tyson Food Inc.	19.8
Weaver Food Prepared Chicken	Tyson Food Inc.	106.8
Weed Popper Garden Tool	Faultless Starch/Bon Ami Co.	156.9
Whirlpool Corp.	Whirlpool Corp.	25.8
Winn Dixie Food Stores	Winn Dixie Strs. Inc.	2381.4
Wrigley Gum	Wrigley William Jr. Co.	5.5
Yokohama Pdts.	Yokohama Rubber Co.	8.5
Yokohama Pdts. Auto Tires	Yokohama Rubber Co.	417.5
Yokohama Pdts. Truck Tires	Yokohama Rubber Co.	23.2
	TOTAL	81,998.1

Source: Television Bureau of Advertising (TVB) from data supplied by Arbitron.